



# SANTA ROSA COUNTY TOURIST DEVELOPMENT OFFICE

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**TO:** Board of County Commissioners

**FROM:** Julie Morgan, Tourist Development Director

**DATE:** May 23, 2016

**SUBJECT:** Discussion of Request for Proposals (RFP) for advertising, marketing and public relations services by an Advertising Agency/Public Relations firm for the Tourist Development Office.

## **RECOMMENDATION**

That the Board of County Commissioners considers approval of the Request for Proposals (RFP) for advertising, marketing and public relations services by an Advertising Agency/Public Relations firm for the Tourist Development Office.

## **BACKGROUND**

At the end of this fiscal year on September 30, 2016 the current advertising/marketing services contract with Davis, South, Barnette & Patrick Advertising Agency expires. After the bidding process and selection of a new company has taken place, the contract will be for a 2 year contact with the ability to extend the contact for one additional year.

### Scope of Services:

- Create annual and long range marketing/action plans to reach targeted markets
- Recommend mix of advertising, public relations, promotions and collateral required and provide creative advertising concepts and strategies.
- Design and produce print, broadcast, online and all collateral materials
- Develop media plans (both traditional and online)
- Recommend and oversee web site content development to complement marketing initiatives and increase interactivity/functionality
- Provide detailed public relations, publicity and promotional plans to stimulate tourism including cooperative advertising opportunities
- Outline tracking recommendations
- Present detailed estimates and budgets for all proposed projects
- Attend Santa Rosa County Tourist Development Council Board of Director's meetings and committee meetings monthly.

On May 5, 2016 the Tourist Development Council Board of Directors voted and approved the Request for Proposals for Advertising/Marketing Services.

*Minimum Specifications*  
**ADVERTISING/MARKETING SERVICES**

**INTRODUCTION**

Santa Rosa County Request for Proposals (RFP) for advertising, marketing and public relations services by an Advertising Agency/Public Relations firm for the Tourist Development Office.

**SCOPE OF SERVICES**

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*Note: Social media (Facebook, Instagram, and YouTube) is handled in-house. Agencies will coordinate with staff so that public relations and marketing campaigns/pushes can complement each other.*

*(Adjustments may be made to the above list, due to budget and time constraints.)*

*This includes all advertising agency services, website design and management, all marketing campaigns, media advertising, marketing collateral, grants, displays, videos, trade shows, etc.*

## **RESPONSES TO PROPOSAL**

Responses must be clear and thorough, but concise, and must conform to all requirements stated in this RFP. Disregarding these requirements may result in disqualification of the proposal.

Any exceptions to the requirements of this RFP that your firm/agency request Santa Rosa County to consider must be addressed with specific reference to the requirement. If there are no proposed alternates or exceptions, a statement to that effect must be included in this proposal. Any proposed terms and conditions, contracts, waivers, licenses or agreements required by the firm should be included here with a brief explanatory introduction.

In the event any proposer shall include in the proposal any information deemed “proprietary” or “protected,” such information shall be separately packaged from the balance of the proposal and clearly marked as to any proprietary claim. The county discourages the submission of such information and is a public entity, therefore cannot and does not warrant that the proprietary information will not be disclosed. The county shall have the right to use any and all information included in the proposals submitted unless the information is expressly restricted by the proposer.

Proposals must include a cover letter submitted under the firm/agency’s name containing the name and title of the person authorized to commit the firm to a potential contract with the County. The cover letter should express the firm’s interest and serve as an executive summary of the proposal.

### **Qualifications**

1. Work product:
  - a. Provide a list of current clients
  - b. Provide description of services for at least five companies or government agencies to which you have provided similar services. Highlight similarities to work required by this request for proposal. Also include:
    - i. Samples of your work, including print, video, radio, direct mail or online
    - ii. Contact information for the company or agency
    - iii. Account type: full-service advertising, graphic design, media buying, etc.
    - iv. Account budget: annual cost of services provided
    - v. Project team: other members of the firm or outside affiliates with key roles
    - vi. Dates of service
  - c. Provide history of experience directly related to tourism marketing
    - i. List how your firm has increased bed tax revenue for a TDC/TDO or destination
  - d. List any account currently handling which may be perceived as a conflict of interest to the SRC TDO (i.e., if you are currently representing/contracting with a neighboring county geographically adjoining Santa Rosa County or list of lodging establishments currently represented in SRC)
2. Background information: Provide the following
  - a. Date your firm was founded

- b. Number of full-time employees (do not include consultant, freelance, part-time or contract services staff)
  - c. Total billings for the past two years
  - d. An organizational chart showing staffing and lines of authority
  - e. Resumes of individuals who would be assigned to this account, and other individuals who would have key roles in projects. *Key personnel must have a minimum of seven years tourism related experience*
  - f. Summary of work performed for Santa Rosa County over the past five years, if any
  - g. List your firm's major emphasis (i.e., PR, media buying, art/creative, etc.)
  - h. Description of your firm's technology, including relevant graphic arts, photography, publishing and/or data-analysis capabilities
  - i. List of services your firm routinely subcontracts, if any
  - j. Describe your firm's use of research in the development of the brand and for travel and tourism creative campaigns
  - k. List location of office servicing this account; if the firm is not locally owned and operated, explanation of how the firm will provide contracted services
  - l. Describe your method for tracking leads and determining ROI
  - m. Anything else that would demonstrate your ability to meet the goals listed in the Scope of Work of this RFP
3. Additional requirements:
- a. Have an in-house Web Developer
  - b. Have an in-house PR Director

### **Cost Proposal**

1. A detailed cost proposal must be provided and marked as such. Costs should cover, at a minimum, items found in the Scope of Services. This information will not be considered during the initial stages of the evaluation process. Additional requirements are as follows:
  - a. Provide detailed explanations of any assumptions made in calculating costs
  - b. Specify how proposer prefers payment (i.e., net, flat fee, per project, etc.) and how fees are computed